GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:396
ANSWERED ON:25.02.2000
PUBLICATIONS OF JOURNALS FROM U.P
BALIRAM

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the details of daily/weekly/fortnightly, monthly and other journals started in different districts of Uttar Pradesh during the period from January , 1997 to January , 2000;

(b) the amount provided to each of them for the advertisements during the above period;

(c) whether the Government have received the complaints that the small and medium newspapers are given less and low-valued advertisements;

(d) if so, the details thereof; and

(e) the action taken by the Government thereon?

Answer

MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND MINISTER OF STATE OF TH DEPARTMENT OF DISINVESTMENT (SHRI ARUN JAITLEY)

(a): The details are given in Annexure - I

(b): The details showing the quantum of advertisements released in terms of space and amount to various categories of newspapers/periodicals published from Uttar Pradesh and empanelled with DAVP during the last three years viz. 1997-98, 1998-99 and 1999-2000 are given in the Annexure-II

(c), (d) & (e): Representations have been received from time to time that Small and Medium newspapers are given lesser number of advertisements, than big papers. During the years 1997-98 , 1998-99 and 1999-2000 (upto 31.1.2000), the number of insertions issued to Small and Medium newspapers was 1,13,329, 1,02,926 and 86,573, respectively. The corresponding figures for the big newspapers, for the three years, were 44,151, 53,021 and 54,972, respectively. The amount paid for any advertisement by DAVP depends on the rate structure, which is worked out on the basis of circulation of the newspapers.

Annexure- I referred to in reply to part (a) of the Lok Sabha Unstarred Question No.396 for reply on 25.2.2000.

STATEMENT SHOWING THE CATEGORY WISE DETAILS OF THE NEWSPAPERS REGISTERED WITH RNI FROM THE STA OF UTTAR PRADESH DURING THE YEARS 1997,1998 AND 1999

Periodicity	1997	1998	1999	Total
Daily	19	20	15	54
Weekly	252	169	151	572
Fortnightly	37	26	20	83
Monthly	21	13	38	72
Others	12	12	16	40
Total	341	240	240	821

Annexure-II referred to in reply to part (b) of the Lok Sabha Unstarred Question No. 396 for reply on 25.2.2000.

STATEMENT SHOWING THE DETAILS OF QUANTUM OF ADVERTISEMENTS IN TERMS OF SPACE AND AMOUN RELEASED TO NEWSPAPERS/PERIODICALS PUBLISHED FROM UTTAR PRADESH AND EMPANELLED WITH DAVP DURING THE YEARS 1997-98, 1998-99 AND 1999-2000

Year 1997-98

Periodicity	Number of newspapers empanelled	Space (in Col Cms)	Amount (in Rs.)
Daily	365	8,09,419	2,83,90,546
Weekly	1606	8,16,763	1,39,26,265
Fortnightly	264	1,36,840	24,54,288
Monthly	73	30,427	7,80,103
Others	47	21,791	4,66,869
Total	2355	18,15,240	4,60,18,071

Year 1998-99

Periodicity	Number of newspapers empanelled	Space (in Col Cms)	Amount (in Rs.)
Daily	356	9,14,912	3,93,46,743
Weekly	1645	6,49,625	1,32,81,092
Fortnightly	273	1,06,620	21,92,089
Monthly	68	20,217	5,14,706
Others	47	14,911	4,02,722
Total	2389	17,06,285	5,57,37,352

Year 1999-2000 (upto 31-01-2000)

Periodicity	Number of newspapers empanelled	Space (in Col Cms)	Amount (in Rs.)
Daily	297	7,05,775	4,04,79,935
Weekly	1335	3,87,647	92,91,916
Fortnightly	217	63,956	15,88,544
Monthly	51	11,481	3,62,649
Others	43	10,530	3,53,222
Total	1943	11,79,389	5,20,76,266